

What is claimed is:

1. A receiving device, comprising:
  - a data receiving section receiving broadcast data;
  - a data output section outputting the data received by said receiving section; and
  - a history storage section storing a series of operations until said data is output.
  
2. A receiving device, comprising:
  - a data receiving section receiving broadcast data;
  - a timer;
  - a data output section outputting the data received by said receiving section;
  - a time count section counting time at which said data is output from the output section using said timer; and
  - a history storage section storing output time information including the time counted by said time count section.
  
3. A receiving device, comprising:
  - a receiving section receiving a first data broadcast and a first data identifier identifying the first data;
  - a first data output section outputting the first data received by said receiving section;
  - a second data management section managing second data and a second data identifier identifying the second data;
  - a second data output section outputting the second data managed by said second data managing section; and
  - a history storage section storing the first data identifier of the first data output by said first data output section and the second data identifier of the second data output by said second data output section.

4. A receiving device, comprising:  
a data receiving section receiving broadcast data;  
a data output section outputting said data;  
an input section accepting a predetermined input with respect to said data; and  
a history storage section storing information as to whether or not said input section accepted the predetermined input.

5. A receiving device, comprising:  
a data receiving section receiving broadcast data;  
a data output section outputting said data;  
a data storage section storing said data; and  
a history storage section storing information on not less than one of information as to whether or not said output section outputs the data received by said receiving section, information as to whether or not said data storage section stores the data, and information as to an output frequency of the stored data.

6. A receiving device, comprising:  
a data receiving section receiving broadcast data;  
a data output section outputting said data;  
an output state information acquisition section acquiring output state information indicating an output state of the data output by said output section; and  
a history storage section storing the output state information acquired by said output state information acquisition section.

7. A receiving device, comprising:  
a data receiving section receiving broadcast data;  
a data output section outputting said data;  
a receiving state acquisition section acquiring a receiving state when said receiving section received the data;  
a history storage section storing the receiving state acquired by said receiving state acquisition section.

8. A receiving device, comprising:

- a data receiving section receiving broadcast data;
- a data output section outputting said data;
- a receiving location acquisition section acquiring a location at which said receiving section received the data; and
- a history storage section storing the location acquired by said receiving location acquiring section.

9. A receiving device for receiving data for acquiring an operation history, comprising:

means for dynamically changing a content of the acquired operation history.

10. A receiving device according to claim 9, further comprising:

means for changing the content of the operation history acquired according to a specific time of day, time of week and/or time slot.

11. A receiving device, comprising:

- a data receiving section receiving broadcast data;
- a data type acquisition section acquiring a type of the data received by said receiving section;

an operation history management section managing an operation history content for each data type;

an operation history content acquisition section acquiring the operation history content corresponding to the data type acquired by said data type acquisition section from the operation history management section;

an operation history acquisition section acquiring an operation history from the operation history content acquired by said operation history content acquisition section; and

a history storage section storing the operation history acquired by said operation history acquisition section.

12. A receiving device, comprising:

- a data receiving section receiving broadcast data;
- a channel number acquisition section acquiring a channel number of the data received by said receiving section;
- an operation history management section managing an operation history content for each channel number;
- an operation history content acquisition section acquiring the operation history content corresponding to the channel number acquired by said channel number acquisition section from the operation history management section;
- an operation history acquisition section acquiring an operation history from the operation history content acquired by said operation history content acquisition section; and
- a history storage section storing the operation history acquired by said operation history acquisition section.

13. A receiving device, comprising:

- a data receiving section receiving broadcast data;
- an attribute value acquisition section acquiring an attribute value of the data received by said receiving section;
- an operation history management section managing an operation history content for each attribute value;
- an operation history content acquisition section acquiring the operation history content corresponding to the attribute value acquired by said attribute value acquisition section from the operation history management section;
- an operation history acquisition section acquiring an operation history from the operation history content acquired by said operation history content acquisition section; and
- a history storage section storing the operation history acquired by said operation history acquisition section.

14. A receiving device, comprising:

- a data receiving section receiving a history acquisition instruction as an instruction to acquire broadcast data and an operation history;
- an operation history management section managing an operation history content for each history acquisition instruction;
- an operation history content acquisition section acquiring the operation history content corresponding to the history acquisition instruction acquired by said receiving section from the operation history management section;
- an operation history acquisition section acquiring an operation history from the operation history content acquired by said operation history content acquisition section; and
- a history storage section storing the operation history acquired by said operation history acquisition section.

15. A receiving device according to any one of claims 1 to 14, further comprising:

a history information transmission section transmitting the information stored by said history storage section.

16. A receiving device for receiving programs, comprising:

- an audio-visual information receiving section receiving audio-visual information which is information as to audience rating for each program; and
- means for outputting the audio-visual information received by said audio-visual information receiving section.

17. A receiving device according to claim 16, further comprising:

- an instruction accept section accepting a channel change instruction; and
- a channel change section changing a channel based on the audio-visual information received by said audio-visual information receiving section when said instruction accept section accepts the channel change instruction.

18. A transmission device, comprising:  
means for transmitting audio-visual information which is information as to audience rating for each program.

19. A transmission device, comprising:  
means for transmitting an instruction to transmit information on an operation history stored on a receiving device side.

20. A transmission device, comprising:  
means for transmitting an instruction to transmit information on an operation history stored on a receiving device side, and transmitting time of day information serving information on time transmitted.

21. A receiving device according to claim 19, further comprising:  
a point calculation section corresponding to transmission of the information from said history information transmission section; and  
a point storage section storing points calculated by said point calculation section.

22. A history storage method for a receiving device, comprising the steps of:  
receiving broadcast data;  
outputting the received data; and  
storing a series of operations until said data is output as a history.

23. A computer readable recording medium recording a program for history storage of a receiving device, the computer readable recording medium recording the program for executing the steps of:  
receiving broadcast data;  
outputting the received data; and  
storing a series of operations until said data is output as a history.